

TO Business



...speaking with the local business community

March 2010

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Delivering on the Agenda for Prosperity

Since the January 2008 release of the Agenda for Prosperity—an action plan to stimulate economic competitiveness and growth—many initiatives have been undertaken to implement its strategic directions.

These initiatives centre around four pillars that provide the framework for the Agenda:

- Proactive Toronto: Business Climate
- Global Toronto: Internationalization
- Creative Toronto: Productivity and Growth
- One Toronto: Economic Opportunity and Inclusion

Following is an overview of recent initiatives supporting the Agenda for Prosperity:

1. Proactive Toronto: Business Climate

Improve the business climate within the city to enable, accelerate and attract economic growth.

- **Funding program to improve economic activity and generate jobs**

The City of Toronto has launched a new funding program to support non-profit business organizations.

The Competitiveness, Creativity and Collaboration (CCC) Investment Program will provide up to \$50,000 for projects that generate jobs, increase economic activity, and attract new investment.

The CCC Investment Program combines funding from four previous programs to provide grant support for up to eight organizations annually. The program is available to incorporated non-profit organizations or associations with projects to be delivered within the city of Toronto.

To be considered for funding, interested organizations must submit a formal proposal and application. The first application deadline is Monday, March 29 at 4 p.m. Selected proposals will be recommended to City Council for approval in July.

For further information or to request an application form, contact the CCC Investment Program Administrator at 416-392-1820 or ccc@toronto.ca.

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• **Connecting businesses with incentive programs and assistance**

Business Connect is a new City of Toronto downloadable publication that takes the guesswork out of accessing business incentive programs and assistance.

Programs are organized under the following categories: City of Toronto programs, labour, funding, business consulting, commercialization, research-based, energy conservation, and export.

Knowing the right program and contact information can save your business time and money. The City's economic development team is available to assist you in accessing the programs and contacts that meet your needs. Contact us today.

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• **Economic Development managers appointed**

The City's Economic Development and Culture Division (EDC) has appointed two managers to promote sector development and strategic partnerships.

Rob Berry joined the division in 1999 as a tourism sector specialist and has served as acting manager of the Sectors unit for the past five years. Rob also has experience as a sector specialist for the ICT and green/renewable energy sectors. Prior to joining the City of Toronto, Rob was Director, Public Relations for the Four Seasons Hotel in Toronto.

Robert Nolan comes to EDC from Miller Dickinson Blais Inc., where he was a Senior Consultant. Prior to this, Robert worked for the South East England Development Agency, where he held the following positions: Head of Strategic & Corporate Planning, Head of Investor Development, Investor Development Manager, and Senior Project Manager (North America).

The division also appointed Judy Dunstan as Manager, Business Incubation and Community Economic Development.

Judy Dunstan has worked in EDC for the past 10 years. As an Economic Development Officer, she was instrumental in developing the City's first financial incentive program. Judy subsequently worked with the City of Toronto Economic Development Corporation

(TEDCO), where she managed the business incubation and economic development portfolio.

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• **311 Toronto launched online**

Toronto's 311 municipal information and services hotline has expanded online. The new self-service feature allows residents and businesses to place many City of Toronto service requests directly through the 311 website—24 hours a day, seven days a week.

More than 300,000 calls have been received by 311 Toronto since its launch in September 2009. Most calls to date were for general information (77 per cent), while 23 per cent of all calls required 311 staff to initiate a service request.

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• **Toronto businesses must report toxic chemical use**

The Environmental Reporting and Disclosure Bylaw, which took effect January 1, 2010, requires local business owners to track and report their use of toxic chemicals. The bylaw is part of a new City program, ChemTRAC. It aims to protect public health by reducing toxic chemicals in our environment.

ChemTRAC reporting requirements will be phased in over three years. The business sectors in Phase 1—including food and beverage manufacturing, printing and publishing, power generation, chemical manufacturing, wood industries and water treatment—must now start reporting.

To help businesses comply with the reporting bylaw and learn about ways to "green" their facilities, the City of Toronto has partnered with Toronto and Region Conservation Authority to offer the ChemTRAC Technical Assistance Program.

Starting in May 2010, the free program will provide Toronto businesses with trained co-op university students who will:

- help businesses inventory and analyze the chemicals used at their facility
- help determine if the chemicals used or released at their facility need to be reported
- refer businesses to resources that help them improve their chemical management and reduce pollution
- collect feedback from businesses to improve the City of Toronto's reporting and collection of data.

More information is available at the ChemTRAC website or via email.

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• **Study looks at Toronto's avenues and mid-rise buildings**

A new study is examining the significant historic, cultural and built form characteristics of Toronto's avenues (main commercial streets) and the mid-rise buildings along them.

The study was undertaken by the City of Toronto to help implement a transit-based growth strategy directing development to areas with existing and planned transit infrastructure.

The main objective of the study is to encourage future intensification along Toronto's avenues that is compatible in scale and design with the adjacent neighbourhoods.

The City has been holding public information sessions to present initial findings and

give the community an opportunity to provide feedback. More information about the Avenues and Mid-Rise Buildings Study is available via e-mail or by calling 416-394-8246.

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• Feedback sought from construction industry

The City of Toronto is hosting a roundtable discussion with construction industry professionals to seek feedback on the employment opportunities stemming from the potential City-wide implementation of the Tower Renewal Initiative.

The Tower Renewal Initiative is a program to drive broad environmental, social, economic, and cultural change by improving Toronto's concrete apartment towers and the neighbourhoods that surround them. The Initiative will improve the energy efficiency of the more than 1,000 high rise residential concrete frame buildings located throughout Toronto.

The industry roundtable takes place Friday, April 9 from 8:30 a.m. to 1 p.m. Discussions will address potential strategies for public and private sector partners to ensure a steady supply of labour for anticipated GTA construction activity. Feedback received will help shape the course of the employment strategy for the Tower Renewal project.

For more information contact:
Anthony Fernando, Tower Renewal Office
Phone: 416-397-5227
Space is limited. Registration deadline: April 2, 2010

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2. Global Toronto: Internationalization

Diversify Toronto's international portfolio by substantially increasing economic activity with cities beyond North America with a focus on emerging markets.

• New CEO to lead Invest Toronto

The Board of Directors for Invest Toronto has appointed Renato Discenza as the agency's Chief Executive Officer.

Renato Discenza has a background in both the private and public sectors as a senior executive with experience in public-private partnerships, sales, corporate functions, technology, operations and economic development. He was educated at the University of Toronto as an electrical engineer and received his MBA from York University.

Invest Toronto will engage the private sector in promoting Toronto as a destination for business opportunities by organizing strategic trade missions and co-ordinating economic development initiatives with governments and business. Through enhanced foreign investment marketing efforts, it is anticipated that Invest Toronto will attract hundreds of new jobs and substantial new commercial development.

See Renato Discenza's full biography.

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• SickKids helps set up hospital in Qatar

The Hospital for Sick Children (SickKids) has signed a five-year partnership with Hamad Medical Corporation (HMC) in Qatar to advise on the creation of a new, state-of-the-art children's hospital in the Middle East.

The contract involves advising non-profit health care provider HMC on how to set up and operate the new 217-bed, 45,000 square foot facility in Qatar's capital, Doha. The hospital is scheduled to open in 2012.

"This partnership is yet another example of SickKids' international reputation for excellence in children's health," said Mary Jo Haddad, President and CEO of SickKids.

SickKids won the contract to partner with HMC over other leading health-care organizations in the United States, Europe and Australia.

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3. Creative Toronto: Productivity and Growth

Anchor and expand strategic industry sectors through increased competition and collaboration.

• Film and TV production, post production and digital effects on the rise

Total 2009 film and television spending in Toronto was up more than 43 per cent over 2008 and contributed \$877 million to the city's economy.

Foreign spending increased by \$149.1 million, or 187 per cent, while domestic spending was up \$17.2 million, or just over 4 per cent.

One of the big productions responsible for the boost in local film activity was *Scott Pilgrim vs. the World*, starring Michael Cera. Additionally, Toronto experienced continued strong performance on the television front with the success of series like *Flashpoint*, which is shot on location in the city, and *The Tudors*, whose post production and effects work are done by a Toronto company.

Peter Finestone, Toronto Film Commissioner, says that early indications point to 2010 being another strong year. Other current and upcoming Toronto film shoots include *Red*, a big-budget thriller starring Bruce Willis, Helen Mirren, Morgan Freeman and John Malkovich, *Dream House*, starring Naomi Watts, Rachel Weisz and Daniel Craig, and *The Thing*, a prequel to the similarly named sci-fi horror movie from 1982.

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• New study maps Toronto's artists and cultural workers

Toronto has the largest community of artists and cultural workers in Canada, according to a recent study by Hill Strategies Research. The study, called "Mapping Artists and Cultural Workers in Canada's Largest Cities," shows that Toronto is home to 82,600 artists and cultural workers. This is almost six per cent of the total Toronto labour force.

The study provides an analysis of artists and cultural workers residing in various postal regions, or neighbourhoods—information that will be useful as the City continues to implement its Agenda for Prosperity and the Creative City Planning Framework.

The study was funded by the cities of Toronto, Montreal, Vancouver, Calgary and Ottawa.

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*** Toronto named top sustainable city in Canada**

The City of Toronto is the most sustainable large city in Canada, according to Corporate Knights Magazine. Toronto edged out last year's winner, Edmonton, in the ranking.

Toronto was recognized for its commitment to integrate sustainability principles into the decision making process.

Toronto also received top marks for its aggressive plan to reduce greenhouse gas emissions. The City of Toronto's corporate emissions are currently 40 per cent below 1990 levels. The City plans to further reduce emissions to 80 per cent by 2050, both for City operations and across Toronto.

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*** Green Tech company gets funding boost**

Toronto-based Vive Nano is the recipient of a \$3.8 million grant from the Ontario government. The Toronto-based company uses an environmentally friendly process to create nanotechnology-based products.

The grant will help Vive Nano build a new plant to expand R&D and increase production. The plant is expected to create 19 new jobs for chemists, technicians and engineers over the next two years.

Vive Nano is a winner of the 2009 Deloitte Technology Green 15 Awards, which showcase Canadian companies that are leading the way to create major breakthroughs in the field of green technology.

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*** Green initiatives promote sustainable development**

The City of Toronto has introduced two initiatives designed to "green" Toronto's new building stock: the Toronto Green Standard and the Green Roof Bylaw.

The Toronto Green Standard is a two-tiered set of performance measures that promote sustainable development. As of January 31, 2010, all planning applications for new development are required to meet Tier 1 performance measures and targets. These address environmental issues such as air and water quality, greenhouse gas emissions, energy efficiency, solid waste and the natural environment.

Developers may also choose to meet Tier 2, a voluntary higher level of environmental performance. They would then be eligible for a development charge refund of 20 per cent.

January 31 also marked the start to Toronto's Green Roof Bylaw, the first bylaw in North America to require and govern the construction of green roofs on new developments. The bylaw applies to applications for residential, commercial and institutional building permits. Industrial buildings have until January 31, 2011 to include provisions for a green roof in new construction.

It is estimated that implementation of green roofs in Toronto could save the City between \$40 million and \$120 million in stormwater infrastructure costs, and reduce the impacts of urban heat island effect by lowering local ambient temperatures by up to two degrees Celsius.

The City offers grants to help owners retrofit existing industrial, commercial and

institutional properties with a cool or green roof.

Under the Eco-Roof Incentive Program owners who install a green roof can apply for \$50 per square metre up to a maximum of \$100,000. Cool roofs, which feature a membrane or coating that reflects the sun's rays, are eligible for \$5 per square metre to a maximum of \$50,000.

Applications for the spring round of Eco-Roof funding will be accepted online starting March 1, 2010.

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• **Toronto fashions at Olympic Games**

Toronto fashion designers showed off their style at the Vancouver Olympic Games. Several in-house designers at the Toronto Fashion Incubator banded together to design and produce vests for staff at the Ontario Pavilion.

The Toronto Fashion Incubator is a non-profit organization that plays an essential role in the growth and promotion of Canada's fashion community. The incubator helps budding fashion entrepreneurs develop the creative and professional capacity they need to succeed in the challenging fashion industry.

Contact: 416-971-7117 or tfi@fashionincubator.com

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• **Toronto's business community: Profiles of success**

We want to know why successful entrepreneurs and leaders in a range of businesses and sectors choose to conduct their work in Toronto. So we are asking them.

As part of an ongoing series of articles, we spoke to Stuart Lombard, president and CEO of ecobee Inc.

For ecobee Inc., opportunity runs both hot and cold. The Toronto-based startup company delivers energy conservation solutions - and its green-minded approach is proving to be a winner with customers south of the border.

"We help consumers save money, conserve energy and reduce their environmental footprint. We build technologies to help consumers do that," explains Stuart Lombard, president and CEO of ecobee. Full story.

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4. One Toronto: Economic Opportunity and Inclusion

Enhance and expand Toronto's labour force and ensure that all residents have equitable access to the benefits of Toronto's enhanced economic competitiveness and growth.

• **Program connects skilled immigrants with established professionals**

The Mentoring Partnership, a program of the Toronto Region Immigrant Employment Council (TRIEC), matches established professionals with skilled recent immigrants in occupation-specific mentoring relationships.

Since the launch of the program five years ago, close to 5,000 mentoring relationships have been facilitated, and more than 50 organizations have participated by offering their staff as mentors.

Mentors come from a range of fields and industries, including IT, banking and finance, engineering, human resources, and marketing and communications.

The City of Toronto is one of the many organizations that has collaborated with The Mentoring Partnership. Through the City's own Profession to Profession: Mentoring Immigrants program, more than 185 staff have volunteered to mentor more than 250 newcomers to Canada.

More information about TRIEC's The Mentoring Partnership is available on the website.

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5. Calendar

Upcoming Enterprise Toronto Events and Seminars

Small Business Arts Forum

March 22, 2010

8:30 a.m. - 4 p.m.

North York Civic Centre, Lower Level

5100 Yonge Street

Bring your Art into Business. Join us for a day full of inspiring presenters and informative topics. See event program.

The Small Business Art Forum is one of many events hosted by Enterprise Toronto. For a full listing of events please visit the website.

6. Contact us

Contact us at cknipfel@toronto.ca with ideas for future newsletter topics, questions about issues raised, or to add names to our distribution list.

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7. Here to help

If you are looking to expand or relocate, or need assistance with city, provincial or federal agencies, contact investing@toronto.ca. We are able to put you in touch with key contacts to expedite your business plans.

Learn more about Toronto's comprehensive business services.

See past issues of [TO business](#).

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